

## Following the Introduction of Kappo Atona, Atona-Branded Ryokans Will Debut in New Destinations in Kuju, Oita and Yoichi, Hokkaido

**CHICAGO (October 29, 2025)** – Hyatt Hotels Corporation (NYSE: H) and Kiraku, Inc. (“Kiraku”) today announced plans for “Kappo Atona,” a refined restaurant and bar, in the historic Gion Shirakawa district of Kyoto, Japan, in autumn of 2026. Taking inspiration from the Atona brand – a modern luxury hot spring ryokan (Japanese-style inn) brand formed by a joint venture between a Hyatt affiliate and Kiraku – Kappo Atona will offer guests an early taste of the brand’s vision that celebrates Japan’s natural beauty and cultural heritage ahead of the brand’s first ryokan opening. In addition to Kappo Atona, the joint venture between Hyatt and Kiraku is planning to bring the Atona brand to new locations, including Kuju in Oita Prefecture, and Yoichi in Hokkaido, with openings anticipated from 2028 onward.

### An Elevated Expression of Kappo Dining

Rooted in the art of **kappo**, a traditional style of Japanese dining that emphasizes chef-guided tasting experiences, personal connections and craftsmanship, Kappo Atona will reframe this tradition with contemporary creativity. Guests will enjoy seasonal dishes crafted from premium ingredients sourced from across Japan, celebrating the country’s diverse regions and seasonal abundance.

Complementing the dining experience, the bar will spotlight **washu** – traditional Japanese spirits and sake – through creative cocktails inspired by Japan’s landscapes. Guests will be invited to immerse themselves in a warm, intimate atmosphere where conversation and connection are an integral part of the experience.

“It is an honor to open a restaurant expressing the culinary vision of Atona in historic Kyoto,” said Kou Sundberg, Founder and Chief Executive Officer of Kiraku and Co-Representative Director of Atona Co., Ltd. “Kyoto, as the heart of Japanese culinary culture, offers the perfect setting to craft multi-sensory dining experiences that celebrate discovery while refining our creativity and the experiences we offer.”

Gion Shirakawa is one of Kyoto’s most historic districts, known for its well-preserved streetscapes reflecting the heritage of a city that flourished as Japan’s capital for over a thousand years. As the former seat of the Imperial Court, Kyoto attracted the finest foods and crafts from across Japan, nurturing a rich culinary culture and enduring traditions. Set along the tranquil Shirakawa River in this iconic location, the restaurant and bar will offer a curated dining experience that embodies the worldview of Atona: honoring Japan’s natural beauty and cultural heritage, while reinterpreting traditions through a contemporary lens unique to the brand.

Thoughtful design by Ryu Kosaka and Yushi Tanaka of NOMURA Co., Ltd., leaders in Japan’s dining design scene, and art direction led by Kenya Hara of Nippon Design Center, one of Japan’s foremost designers and the brand director for Atona, will amplify the restaurant’s immersive dining concept.

“For both the Atona brand and Hyatt, this will be the first time a restaurant opens ahead of a hotel,” said Sam Sakamura, Representative Director of Japan and Micronesia for Hyatt and Co-Representative Director of Atona Co., Ltd. “By offering guests a preview of the Atona brand’s world view, we aim to both delight and gain insights that will shape the evolution of our guests’ future ryokan experience.”

### New Atona Ryokan Destinations in Kuju and Yoichi Announced

Alongside Kappo Atona, Hyatt and Kiraku revealed two new, upcoming locations for the Atona brand: Kuju in Oita Prefecture, and Yoichi in Hokkaido. Celebrated for their natural beauty and cultural depth, these destinations join the previously announced ryokan sites in Yufu, Hakone, and Yakushima, with openings anticipated from 2028 onward.

Kuju is located in Oita Prefecture on Kyushu, the southernmost of Japan’s main islands, and is renowned for the vast grasslands of Aso Kuju National Park, the volcanic Kuju Mountain Range, and abundant geothermal hot springs. A destination where nature and history coexist harmoniously, Kuju offers travelers a serene escape with convenient access from cities like Fukuoka and Kumamoto.

Yoichi, in Japan’s northernmost prefecture of Hokkaido, is a scenic coastal region located just 90 minutes from Sapporo. Its name is said to derive from an indigenous Ainu word meaning “a place with hot springs,” reflecting the area’s deep connection to onsen culture. Yoichi is also one of Japan’s leading wine-producing regions, adding to its distinctive blend of scenic beauty, cultural heritage, and culinary experiences.

“We are excited to announce Kuju and Yoichi as our new ryokan destinations,” said Sundberg. “Kuju is a special place where nature and culture have been preserved for over a thousand years. Meanwhile, Yoichi has cultivated new appeal with marvelous wines and cuisine infused with local vitality. We are committed to working with both communities to celebrate their cultures and natural environments as part of our mission to showcase the unique charms of Japan.”

Each Atona-branded ryokan will serve as a gateway to its region's unique culture and charm. Expected to feature 30 to 50 guestrooms, ryokans will incorporate onsen facilities using natural hot spring water, a kappo-style restaurant highlighting local seasonal ingredients, and a bar serving artisanal cocktails crafted with Japanese sake and spirits. Guests can also look forward to wellness experiences centered on hot springs that honor Japan's rich traditions.

"At Hyatt, our purpose is to care for people so they can be their best," added Sakamura. "Through Atona ryokans, we are deeply committed to creating personal and meaningful guest experiences while collaborating with local communities to share distinctively Japanese experiences with the world."

*The term "Hyatt" is used in this release for convenience to refer to Hyatt Hotels Corporation and/or one or more of its affiliates.*

## **About Atona**

Atona is a luxury onsen ryokan brand dedicated to sharing the cultural and natural charms of Japan with travelers from around the globe. The name "Atona" is an expression of deep connection – a combination of two old Japanese words ( ) that means "me and you." It embodies the joy of spending time with loved ones, away from the bustle of everyday life. While honoring the heritage of the traditional ryokan, the Atona brand blends world-class service with a refined Japanese hospitality to create an authentic and elevated stay experience. Each ryokan seeks to foster meaningful connections between travelers, local communities, and their natural and cultural surroundings – becoming places that will be carried forward into the future.

For more information about the Atona brand, please visit <https://atona.co>.

## **About Hyatt Hotels Corporation**

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of June 30, 2025, the Company's portfolio included more than 1,450 hotels and all-inclusive properties in 80 countries across six continents. The Company's offering includes brands in the Luxury Portfolio, including Park Hyatt®, Alila®, Miraval®, Impression by Secrets, and The Unbound Collection by Hyatt®; the Lifestyle Portfolio, including Andaz®, Thompson Hotels®, The Standard®, Dream® Hotels, The StandardX, Breathless Resorts & Spas®, JdV by Hyatt®, Bunkhouse® Hotels, and Me and All Hotels; the Inclusive Collection, including Zoëtry® Wellness & Spa Resorts, Hyatt Ziva®, Hyatt Zilara®, Secrets® Resorts & Spas, Dreams® Resorts & Spas, Hyatt Vivid Hotels & Resorts, Sunscape® Resorts & Spas, Alua Hotels & Resorts®, and Bahia Principe Hotels & Resorts; the Classics Portfolio, including Grand Hyatt®, Hyatt Regency®, Destination by Hyatt®, Hyatt Centric®, Hyatt Vacation Club®, and Hyatt®; and the Essentials Portfolio, including Caption by Hyatt®, Unscripted by Hyatt, Hyatt Place®, Hyatt House®, Hyatt Studios, Hyatt Select, and UrCove. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Mr & Mrs Smith, Unlimited Vacation Club®, Amstar® DMC destination management services, and Trisept Solutions® technology services. For more information, please visit [www.hyatt.com](http://www.hyatt.com).

## **About Kiraku, Inc.**

Kiraku is a team of specialists based in Japan with expertise in finance and creative disciplines. Rooted in a commitment to value creation and sustainability, Kiraku delivers innovative and sustainable business solutions for undervalued assets—particularly those tied to Japan's unique natural and cultural resources. By identifying the distinctive conditions of each project and planning the optimal use of these assets, Kiraku creates lasting value for investors, local communities, and a wide range of stakeholders. Within Atona, Kiraku takes the lead on the ground in asset acquisition, project structuring, business planning, and creative direction for facility and spatial design. Kiraku also oversees the projects from the early planning phase through to opening, and continues to handle ongoing asset management, PR, and marketing. For more information, please visit:

<https://kiraku.io>.

## **Forward-Looking Statements**

*Forward-Looking Statements in this press release, which are not historical facts, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. In some cases, you can identify forward-looking statements by the use of words such as "may," "could," "expect," "intend," "plan," "seek," "anticipate," "believe," "estimate," "predict," "potential," "continue," "likely," "will," "would" and variations of these terms and similar expressions, or the negative of these terms or similar expressions. Such forward-looking statements are necessarily based upon estimates and assumptions that, while considered reasonable when made, are inherently uncertain, and are subject to numerous assumptions and uncertainties, many of which are outside of Kiraku's or Hyatt's control, which could cause actual results, performance or achievements to differ materially from those expressed in or implied by such statements. Forward-looking statements made in this press release are made only as of the date of their initial publication and neither party undertakes an obligation to publicly update any of these forward looking statements as actual events unfold, except to the extent required by applicable law. If one or more forward-looking statements is updated, no inference should be drawn that any additional updates will be made with respect to those or other forward-looking statements.*

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<https://stage.mediaroom.com/hyatt2/102925-New-Restaurant-Concept-Kappo-Atona-to-Debut-in-Kyoto-Japan-in-Autumn-2026>